

SEP

Research

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Who & What

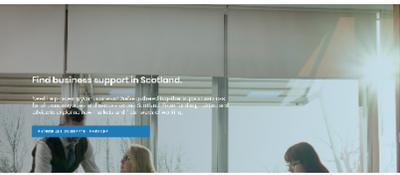
We tested with

- 87 UserZoom online unmoderated test sessions with people from their panel narrowed down by screener questions where appropriate.

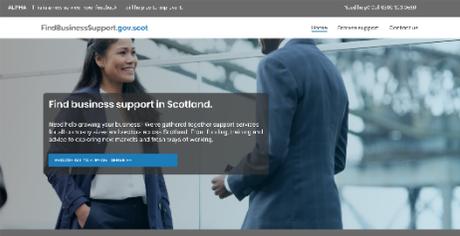
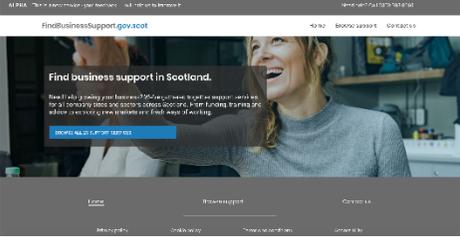
We tested

- *Home page images*
- *Interface content*

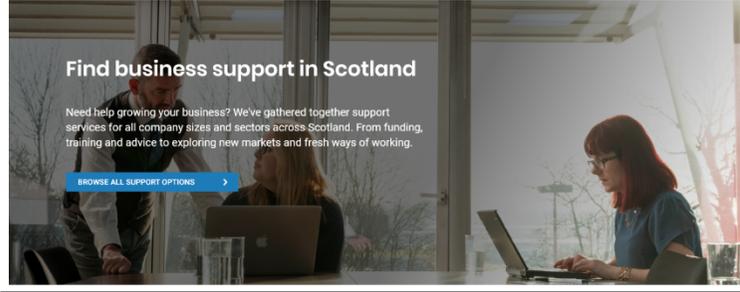
Home page Image Testing - 1

Image Version	Score out of 7	Notes
	4.4	No changes to the new images
	2.8	No changes to the new images
	4.67	No changes to the new images
	5.2	Original image

Home page Image Testing - 2

Image Version	Score out of 7	Notes
	4.5	Height limited Transparent box behind the text
	4.25	Height limited Transparent box behind the text
	5.5	Height limited Transparent box behind the text
	4.25	Original image

Home page Image Testing - 3

Image Version	Score out of 7	Notes
 <p>FindBusinessSupport.gov.scot Home Browse support Contact us</p> <h2>Find business support in Scotland</h2> <p>Need help growing your business? We've gathered together support services for all company sizes and sectors across Scotland. From funding, training and advice to exploring new markets and fresh ways of working.</p> <p>BROWSE ALL SUPPORT OPTIONS</p>	4.13	Colour wash to make text easier to read on top of image
 <p>FindBusinessSupport.gov.scot Home Browse support Contact us</p> <h2>Find business support in Scotland</h2> <p>Need help growing your business? We've gathered together support services for all company sizes and sectors across Scotland. From funding, training and advice to exploring new markets and fresh ways of working.</p> <p>BROWSE ALL SUPPORT OPTIONS</p>	4.5	
 <p>FindBusinessSupport.gov.scot Home Browse support Contact us</p> <h2>Find business support in Scotland</h2> <p>Need help growing your business? We've gathered together support services for all company sizes and sectors across Scotland. From funding, training and advice to exploring new markets and fresh ways of working.</p> <p>BROWSE ALL SUPPORT OPTIONS</p>	5.13	

Home page Image Testing

- There is not a huge amount in it but Option 3 (C) is the preferred image.

Interface Content Testing - 1

- We tested 4 section of content with 15 UserZoom panel members using a screener to get Business Owners or Decision Makers.
- Content
 - 1. Interface – Connecting businesses to academics
 - 2. Funding for the advanced innovation Voucher
 - 3. Funding to develop a new product, process or service
 - 4. Funding to develop your workforce practices

Interface Content Testing - 2

Interface – Connecting businesses to academics

<https://scotentsd.github.io/screenshots/Interface%20%20-%20About%20Interface%20-%20Original%20Text.pdf>

Thoughts

- Looks like a WORD document
- Too much small writing
- Not sure what the List at the top with a Tick meant
- Too much information and quite confusing
- Language was nice and simple
- Overly technical language

Suggestions

- Case studies
- Pictures
- Contact phone number
- Simpler
- An indicative Time Frame

Interface Content Testing - 3

Funding for the advanced innovation Voucher

<https://scotentsd.github.io/screenshots/Interface%20-%20Advanced%20Innovation%20Voucher%20-%20Original%20Text.pdf>

Thoughts

- Looks like a word document
- Mostly easy to read but some confusion
- Simple layout
- Easy to understand

Suggestions

- Case Studies
- Visuals
- Larger Text
- A diagram of the process

Observation

- The summary is shorter

Interface Content Testing - 4

Funding to develop a new product, process or service (Standard Innovation Voucher)

<https://scotentsd.github.io/screenshots/Interface%20-%20Standard%20Innovation%20Voucher%20-%20Original%20Text.pdf>

Thoughts

- Confusing about the actual offering
- Needs contact details
- There were a lot of Terms that needed to be explained
- I liked that it was more condensed than the others
- Easier to read as it was shorter

Suggestions

- Add links to funding for larger projects
- Make summary better and higher on the page
- Add pictures or graphics

Interface Content Testing - 5

Funding to develop your workforce practices

<https://scotentsd.github.io/screenshots/Interface%20-%20Workforce%20Innovation%20Voucher%20-%20Original%20Text.pdf>

Thoughts

- Easy to read
- Simple language
- Nice layout
- Short 😊

Suggestions

- Who to contact
- Super simple summary
- Case studies

Interface Content Testing - Categories

We also asked this question:

We are currently categorising our support as one of these:

- Self-Help Guides
- Programmes
- Research and Information
- Consultancy and Advice
- Funding
- Training

The response was:

- These pretty much cover everything
- I thought it was all mainly Funding
- Add Contact information
- Add Case studies
- Some of the categories overlap and this could be confusing